

Sponsorship for Major Events

Sponsorship is a great way of enhancing an Event. It can bring kudos to the event and also increase the quality of the prizes offered and the look and feel of the event. Orienteering can offer sponsors a great opportunity to directly target a sector of the community that is active, healthy and generally affluent. Sponsorship can be on a National and Local basis.

Sponsors are people who donate cash or products in kind and are not just advertising in the programme. This should be made clear as mistakes have happened in the past where advertisers have been classed as a sponsor.

Sponsorship contracts are usually dealt with at the National office or by the event organiser. If a major event is sourcing the sponsorship itself, the Marketing Manager is usually involved in producing the agreements to ensure the potential sponsors are suitable and that there is no conflict of interest.

Finding and Researching Sponsors

- Local Sponsorship – Work with the event organisers/local club to brainstorm potential sponsors in the area. Companies in the local area may be particularly responsive to improving their public relations with the local community.
- A great deal can be learned through word of mouth from colleagues, members and associates. In the same way as many business deals are the result of initially informal contacts, many sponsorship packages follow person-to-person contact.

Get to Know the Right People

- Save time and effort by finding out the relevant names and address details of the person responsible for sponsorship.
- When contacting a company it is important to treat the first point of contact as if they are the Managing Director of the company. (As they may well be!) Do not burn bridges before you have started.

Companies to Approach for Sponsorship

Identify businesses that would target orienteers e.g. Outdoor, fitness, clothing, environmentally friendly, health food, energy drinks, banks etc

- Research into the local businesses in the area e.g. shops, attractions, leisure centres
- Research large National companies in the area.

Important: You must be very careful to avoid competing companies sponsoring the same event. E.g. Two clothing mail order companies. This is why all sponsors for Major Events must be agreed with the Marketing Manager. All companies sponsoring an orienteering event need to be ethical and have a good reputation. E.g. No Tobacco companies

Other Methods of Finding Potential Sponsors

- Hollis – sponsorship and donations yearbook
- Yellow pages
- Websites
- Chamber of Commerce local to the event
- Shows and events
- Magazines (Outdoor and Sport)
- Local Newspapers to the event
- Libraries

Benefits of Sponsoring Orienteering Events:

Orienteering attracts a wide demographic of people so the sport can attract a wide range of sponsors. Orienteering has a large cross over with other sports such as climbing, adventure racing, walking and mountain marathons. In nature orienteers are healthy, environmentally aware people. Orienteering is also popular with youth groups such as scouts, guides, adventure holiday companies such as PGL and YHA members. British Orienteering currently has 12,000 members.

Gender Split of British Orienteering Members.

Gender	61% are Male	39% are Female
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Age Split of British Orienteering Members.

Age	
20 and under	22%
21 – 35	20%
36 – 50	37%
over 50	22%

How will a Company Benefit from Sponsoring a Major Event

- It will raise the sponsors profile at local, regional and national level
- It will raise the sponsors profile to the orienteering community
- It will show existing and potential customers that the sponsor cares about sport
- It provides an opportunity for the sponsor to test out new products or brands with a specific target market.
- The sponsor can communicate with British Orienteering members through Focus
- The sponsor company brand will be associated alongside British Orienteering
- The sponsor company brand will be associated with an exciting adventure sport
- The sponsors will have an opportunity to exhibit their products at the event
- The sponsor can advertise throughout the event - pre, during and post
- The sponsor will receive website coverage
- The sponsor will have the opportunity to market to orienteering clubs

Promoting Sponsors via Orienteering Events

From the list below a tailor made proposal can be prepared. It is advisable to prepare three proposals. A basic, standard and premium package depending on the level of sponsorship agreed. You can then negotiate a bespoke deal with the potential sponsor that falls within these guidelines. Depending on their support a sponsor is usually offered a selection of the below items in return for their goods/cash donation:

- Maps – Printed with sponsors logo
- Race numbers – Printed with sponsors logos
- Start/finish arena – Sponsor logo and banners around the podium and start/finish area
- Programme – Adverts and logos in the event programme
- Event Website – Adverts and logos on the site
- British Orienteering Website - Adverts and logos on the site
- Focus Magazine – Large sponsors receive a free advert
- Trade Stand – Sponsor can promote/sell their products
- Prizes – Sponsors can donate their product as prizes
- Commentary – Mention sponsors brands
- Event centre – Have sponsors marketing material on show
- Social area – Name an area after the sponsor

Remember – Do not over value or under value the sponsorship. If a company is only donating £100 worth of goods they only deserve a brief mention in the programme and a logo on the website. Alternatively a company donating several thousand pounds deserves all of the above and maybe more.

Important - Under no circumstances should a British Orienteering major event be named after a sponsor without written permission from the Marketing Manager.

Event Programmes, Maps and Numbers - To ensure that the sponsorship contracts have been fulfilled the Marketing Manager is to approve the positioning of sponsors logos and advertising within the programme.

Evaluating Sponsorship:

Evaluation is useful for current sponsors and potential new ones. It can assist with improving future events, valuing future sponsorship and establishing satisfaction levels. It is useful to undertake the following:

- Collate related material e.g. maps, programmes etc
- Collate media coverage
- Collect feedback from the sponsor with a questionnaire/meeting
- Event organisers - What would they change/improve about the event/sponsorship
- Event organisers - What worked well about the event/sponsorship
- Select participants - What was good/bad about the event?
- Select participants - What did they think to the sponsors - were they of any benefit?
- Select participants - What prizes were of benefit?
- Select participants - What prizes would be useful?

Try and arrange a meeting with the event sponsors to discuss the report. This will be a perfect opportunity to discuss future opportunities.

Important: Do not forget to write and telephone the sponsor thanking them for their support. You will also be required to send copies of any materials that contain their logo or advert and a selection of photos and media coverage.

EVENT ORGANISER FORM

Question	Answer
<p>Have any sponsors been confirmed for the event?</p> <p>If yes who and what has been confirmed</p> <p>List contact details (name, company, tel)</p>	
<p>What are the selling points of the venue and the event?</p>	
<p>Who are the national companies in the event venue area?</p> <p>(name of company, town)</p>	
<p>Who is the Publicity Officer? (Contact Details)</p>	
<p>What are the contact details for the local press?</p>	
<p>What do you need from sponsorship? (anything specific)</p>	
<p>How many people are expected to participate?</p>	
<p>Any quirky stories about the venue to catch the attention of the press?</p>	
<p>What is the deadline for printing maps?</p>	
<p>What is the deadline for printing the programme and what is the charge for advertising?</p>	
<p>Is there room for banners?</p>	
<p>How many traders can you cater for and what is the charge?</p>	
<p>Are any traders confirmed?</p>	
<p>How many winners are there going to be? (medals and prizes)</p>	